Saskatchewan
Tourism and
Small Business

Cross-Country/Alpine Ski Survey

February, 1985

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CROSS-COUNTRY/ALPINE SKI SURVEY IN SASKATCHEWAN

February, 1985

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INTRODUCTION

A questionnaire survey of Saskatchewan Ski Association and Ski Club members was carried out by the Department of Tourism and Small Business during the months of August and September of 1984.

The main objectives of the study were threefold:

a) to obtain information on habits and preferences of Association and Club members as these relate to the main existing ski areas in the province and outside the province;

b) to obtain information on the importance to Ski Association and Club members, of various factors that make up the province's main ski areas; and

c) to obtain information on the participation of Association and Club members in organized skiing and Ski Association activities/ events.

The purposes for obtaining the information closely parallelled the three foregoing objectives and comprise the following:

- to provide interested operators or individuals, the Department of Tourism and Small Business, and the Association with information on the relationship of the provincial Ski Association and Ski Club market, to various facilities, factors, and areas that are currently offered within and outside the province;

- to provide interested operators or individuals, the Department of Tourism and Small Business, and the Association with information that would add some insight into the potential impact of significantly enhanced facilities and conditions on the Ski Association and Ski Club market; and

- to provide the Ski Association with information on participation of members, and Club members in organized ski events and activities.

In order to obtain this information, 1,858 questionnaires were mailed to heads of families who had members that belonged to a Ski Club and/or the Saskatchewan Ski Association. The response rate was 43.8% with 813 questionnaires returned and tabulated.

This report provides the results of the survey. The highlights of the results are provided in the main body following this introduction. The presentation of these highlights has been structured to parallel the three main objectives of the survey.

The questionnaire survey and results are presented for further reference in the appendices.

HIGHLIGHTS OF QUESTIONS 1 - 12 - BACKGROUND, HABITS, AND PREFERENCES OF ASSOCIATION AND CLUB MEMBERS AS THEY RELATE TO EXISTING SKI AREAS

Question 1 responses provided a check in terms of how well the responses represent the Ski Association and Ski Club members in terms of geographic distribution.

The following table illustrates that the survey provides an excellent representation of the geographic distribution of Association and Club members. From the mail list provided by the Ski Association, 85.4% of members resided in the 16 communities specifically listed in the table. Response rate from these communities was 80.3% of the total responses. As 9.6% of the returned questionnaires did not respond to the first question, the actual responses from these communities is probably closer to the 85.4% level taken from the mailing list.

In reviewing the responses by community, the responses reflected, in most instances, the distribution of the mail listing of Club and Association members relatively closely.

Origin of Ski Association and Ski Club Members

Mailed to Club/Association Member's Addresses	Mailout		Questionnaires Returned		
	Number	%	Number	% of Mailout	% of Total Returns
Saskatoon	407	21.9	202	49.6	24.9
Regina	409	22.0	177	43.3	21.8
La Ronge	112	6.0	53	47.3	6.5
Prince Albert	110	5.9	46	41.8	5.7
North Battleford	159	8.6	36	22.6	4.4
Humboldt	50	2.7	21	42.0	2.5
Meadow Lake	53	2.9	20	37.7	2.5
Yorkton	47	2.5	16	34.0	2.0
Maple Creek	52	2.8	16	30.8	2.0
Fort Qu'Appelle	21	1.1	14	66.7	1.7
Weyburn	34	1.8	14	41.2	1.7
Moose Jaw	40	2.2	11	27.5	1.4
Regina Beach	51	2.7	10	19.6	1.2
Cudworth	22	1.2	9	40.9	1.1
Plenty	12	0.6	8	66.7	1.0
Rosetown	7	0.4	8	114.3	1.0
Other Communities	272	14.6	74	27.2	9.1
Unknown Responses*	n/a	n/a	78	n/a	9.6
TOTAL	1,858	±100.0	813	n/a	±100.0

*Questionnaires that had no indication of respondent's place of residence.

Question 2 responses provided a general breakdown of the level of development at which the Association and Club members regard themselves and their family members.

The results indicate that the majority of Ski Club/Association members considered themselves and their household intermediate level skiers in both cross-country and alpine. In percentage terms, 46% of the cross-country skiers said they and their household were intermediate skiers; 37% said novice; 17% said advanced. For the alpine skiers, 48% said they and their household were intermediate skiers; 26% said novice; 26% said advanced. Some respondents said they and their household were both alpine and cross-country skiers - 58% represent intermediate skiers; 23% novice; 19% advanced.

Question 3 asked, "How did you learn how to ski?" For cross-country skiers, just over 50% of the respondents to this question claimed they were self-taught; over 20% indicated they learned through family/friend; almost 19% claimed they learned through ski school. Only about 5% of these cross-country respondents said they learned through school. For alpine skiers, the majority of respondents to this question mentioned ski school as the way they learned how to ski. This represents almost 44% of the alpine responses. 29% of the alpine respondents to this question claimed they were self-taught; almost 23% said they learned through family/friend; only about 3% indicated they learned through school.

Question 4 asked, "Did you enjoy your first skiing experience?" and Question 5 asks, "Why?" if the skier did not. Over 90% of the cross-country respondents to Question 4 stated they did enjoy their first skiing experience. More than 92% of the alpine respondents to this question stated that they too enjoyed their first skiing experience. Of the approximate 10% of the cross-country respondents who said they did not enjoy their first skiing experience, the greatest group of respondents indicated that they "couldn't get the hang" (of it) as their reason why (representing about 41% of the cross-country responses to Question 5). The other responses were quite evenly spread between improper equipment, weather conditions, poor instructor, and poor facilities. Weather conditions was the least mentioned of all the reasons.

Of the approximate 8% of the alpine respondents who said they did not enjoy their first skiing experience, the largest group of respondents also stated they "couldn't get the hang" (of it) as their reason why. This represents about 37% of the alpine responses to Question 5. Other responses were weather conditions (17%), improper equipment (16%), poor instructor (11%), poor facilities (3%) and "other" (16%). It is interesting to note that weather conditions was a greater factor for alpine skiers than for cross-country skiers as to a reason why the skiers did not enjoy their first skiing experience. Poor facilities was not a major factor for alpine skiers; it was a far greater factor for cross-country skiers.

Question 6 asked whether the respondent rents, owns or uses a friend's skis. For both cross-country and alpine skiers, the majority of the respondents to this question stated that they own their equipment. A very low percentage of the cross-country respondents indicated they rented or used a friend's skis. While about 73% of the alpine respondents to this question stated they own their equipment, about 26% said they rented theirs.

Question 7 asked to "State the number of years members of your household have skied." For both alpine and cross-country skiers, the largest group of the respondents skied between 1 and 5 years. The following table provides the frequency of responses broken down by the number of years skied.

Number of Years Skied

Alpine Skiers		Cross-Country Skiers	
Years Skied	Frequency	Years Skied	Frequency
1 - 5	532	1 - 5	545
6 - 10	297	6 - 10	453
11 - 15	110	11 - 15	92
16 - 20	59	16 - 20	12
20+	28	20+	14

Question 8 asked, "Which of the following Saskatchewan ski areas do you and your family use?" Of the alpine ski areas listed, the majority of the respondents to this qustion checked off Table Mountain, Mission Ridge and Mount Blackstrap, in that order, as the areas they skied. The following gives this representation in percentage terms.

Areas Skied - Alpine

Ski Area	Per Cent
Table Mountain	18
Mission Ridge	17
Mount Blackstrap	15
Duck Mountain	9
Ochapowace	8
White Track	8
Minatinas	7
None	6
Other	5
Cypress Hills	4
Twin Towers	3
TOTAL	100

Of the cross-country ski areas listed, "other" was checked off by the greatest number of respondents as the area they skied. This is not too surprising since most cross-country skiing is done in nearby city and regional parks rather than cross-country ski sites.

Areas Skied - Cross-Country

Ski Area	Per Cent
Other	28
Little Red River Park	17
Nisbet Forest	12
Prince Albert National Park	11
Duck Mountain	7
Qu'Appelle Valley	7
Moose Mountain	7
Meadow Lake	5
Little Bear Lake	2
None	2
Cypress Hills	1
TOTAL	99 = ±100

Question 9 asked, "Which ski area(s) in Saskatchewan do you ski most often?" Only 425 responses were recorded for the alpine portion of this question and only 280 for the cross-country portion. Any use of these results must, therefore, be considered in terms of these response levels. Despite the relatively low response rate, the results clearly showed that Mission Ridge, Table Mountain, and Mount Blackstrap were skied significantly more often by the majority of Association and Club members than any of the other alpine ski areas. Together these three areas were indicated as being skied most often by 74% of the alpine skiers responding to this question.

For cross-country skiers, Little Red River Park and Nisbet Forest were most frequently responded to.

Areas Skied Most Often

Alpine Skiers

Ski Area	Per Cent
Mission Ridge	32
Table Mountain	25
Mt. Blackstrap	17
Twin Towers	7
Cypress Hills	6
Minatinas	6
Ochapowace	5
White Track	2
Duck Mountain	1
TOTAL	101 = ±100

Cross-Country Skiers

Ski Area	Per Cent
Little Red River Park	28
Nisbet Forest	26
Moose Mountain	11
Duck Mountain	11
Meadow Lake	8
Prince Albert Nat. Pk.	7
Qu'Appelle Valley	6
Cypress Hills	2
Little Bear Lake	1
	100

In comparing the three alpine ski areas, the differences in frequency of response was also significant in comparison to the number of respondents in close proximity to the site. Mission Ridge was 15 percentage points

higher than Mt. Blackstrap, although the number of respondents in close proximity to these two sites was very similar. Further, Table Mountain was 8 percentage points higher than Mt. Blackstrap although the number of respondents in close proximity to Table Mountain was considerably less than for Mt. Blackstrap.

Question 10 responses indicated the frequency that respondents skied in areas in Saskatchewan and outside of Saskatchewan. On the average, alpine skiers skied 15.9 days in Saskatchewan and 9.8 days elsewhere. Cross-country skiers skied, on the average, 27.6 days in Saskatchewan and 7.8 elsewhere.

Question 11 asked, "If you do some skiing outside of Saskatchewan, indicate why you choose to do so?" There was no breakdown of the skiers into alpine and cross-country categories. Regardless, "better snow conditions" and "better variety of skiing" had high responses; these are preferences associated with both alpine and cross-country skiers. "Longer ski runs","higher vertical rise" and "better lifts" also had high responses; these preferences are associated mostly with alpine skiers. It is interesting to note that "longer cross-country trails" was not high on the list of preferences - this is a preference obviously associated with cross-country skiers.

An analysis was made of the reasons skiers went outside Saskatchewan to ski based on where the skiers skied in Saskatchewan. Consequently, the skiers' reasons for going outside Saskatchewan varied by areas they skied. (Responses by each area skied were ranked according to the reasons mentioned most frequently.)

Alpine skiers, except those who skied at White Track, indicated "longer ski runs" as the main reason they went outside Saskatchewan to ski. Most White Track skiers went outside Saskatchewan because of "better snow conditions". Twin Towers skiers felt that "longer ski runs" and "better snow conditions" were equally important reasons for going outside Saskatchewan. "Better variety of skiing" and "better snow conditions" were very close as the second biggest reason alpine skiers went outside Saskatchewan. "Better lifts" and "higher vertical rise" were ranked high as well.

For cross-country skiers, Nisbet Forest, Prince Albert National Park and Little Red River Park skiers were most responsive to this question. For all three of these area skiers, "better variety of skiing" was the main reason for going outside Saskatchewan to ski. Meadow Lake, Moose Mountain, and Cypress Hills skiers picked "better snow conditions" as their main reason. These were the two most frequently responded reasons skiers went outside Saskatchewan. Other reasons that had a high response rate include "higher vertical rise", "longer ski runs", and "other". As noted before, "longer cross-country trails" was not one of the main reasons skiers went outside Saskatchewan.

Question 12 asked, "What distance do you travel from home to out-of-province ski areas to go skiing?" The following bar graph indicates the distribution of responses. The mean distance travelled to out-of-province areas was 676 miles. Approximately 44% of respondents travelled from 451 miles to 650 miles inclusive to out-of-province ski areas, and 68% travelled from 351 miles to 750 miles inclusive.

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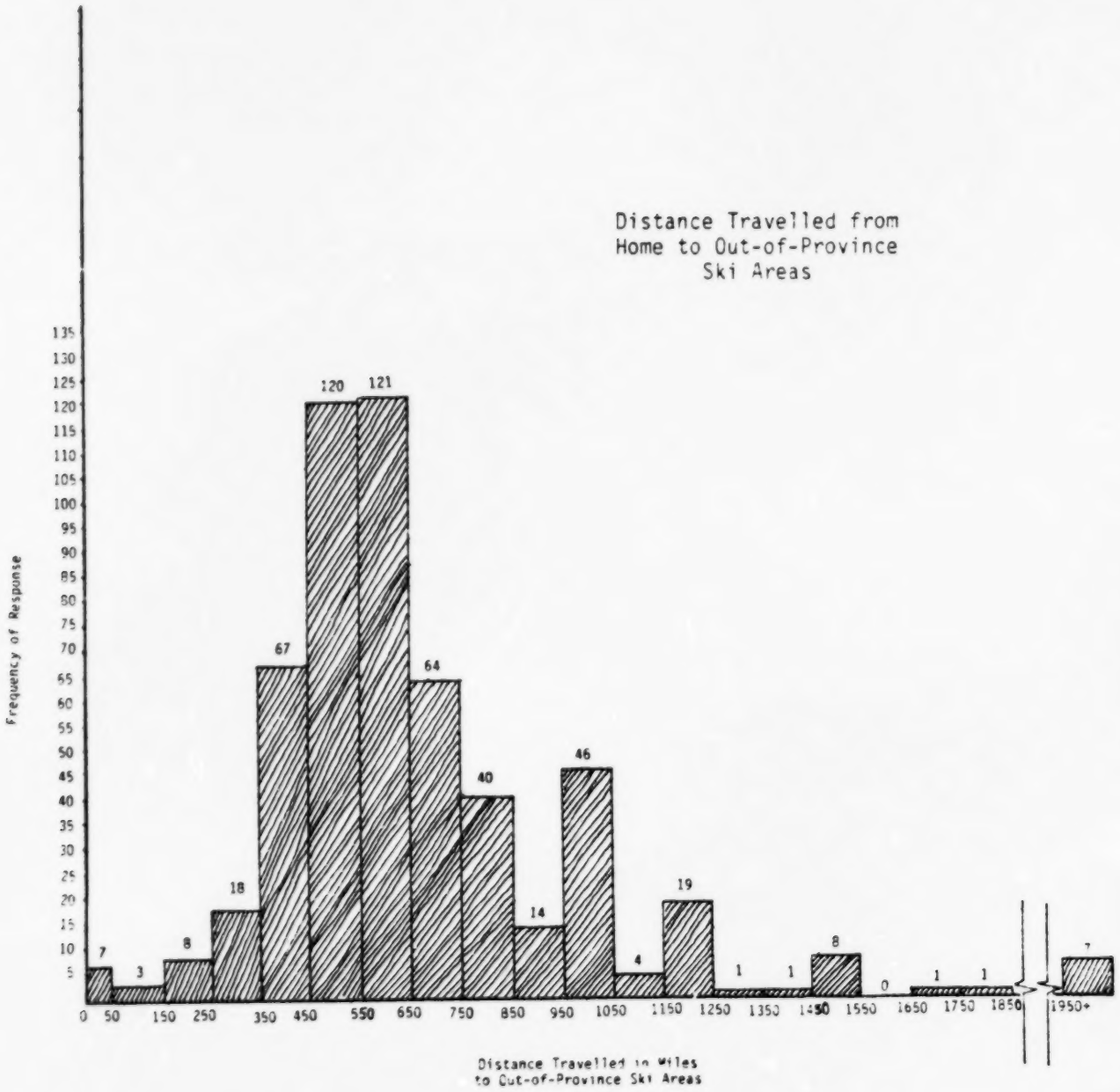

HIGHLIGHTS OF QUESTIONS 13 - 19 - MAIN FACTORS THAT ARE IMPORTANT TO ASSOCIATION AND CLUB MEMBERS IN CHOOSING AREAS TO SKI

Question 13 asked, "If an alpine ski area facility was developed in the Province of Saskatchewan with about an 800 ft. vertical rise and one mile runs, would you ski that ski area?" Of the respondents to this question, 82% said they would ski such a facility; 18% said they would not. Approximately 14% did not respond to this question at all.

Question 14 asked, "What distance would you be willing to travel to such a facility?" The bar graph on page 12 shows the distribution of responses. Respondents indicated they would be willing to travel a mean distance of 147 miles. Approximately 83% of the respondents indicated they would travel from 26 miles to 225 miles inclusive.

Question 15 asked, for the additional amenities and facilities that would induce the Ski Club/Association member to ski a facility as mentioned in Question 13. Alpine skiers indicated they would prefer "ski runs over 2,500 feet" and "well-groomed slopes". Cross-country skiers indicated they would prefer "machine set tracks". The following table lists some of the most frequent responses for facility preferences.

Alpine Skiers		Cross-Country Skiers	
Facility	Frequency	Facility	Frequency
Ski runs over 2,500 ft.	356	Machine set tracks	379
Well-groomed slopes	326	Ski trails of 30 km.	258
Intermediate slopes	286	Rental cabins within 5 miles of trails	237
Chair lift	265	All weather access road	235
Vertical over 400 ft.	233	Ski trails of 5 km.	192
Artificial snow	203	Heated day lodge	191
Expert slopes	200	Night skiing	120
Rental cabins within 5 miles of slopes	144	Food concession	99
Heated day lodge	141	Ski trails of 60 km.	90

An analysis was made of the priorities of skiers based on where they skied in Saskatchewan. Skiers' priorities in each area can be expected to reflect that area's needs or deficiencies.

For alpine skiers, almost all area skiers chose "ski runs over 2,500 feet" as an inducement to ski a particular area. Minatinas and Cypress Hills skiers chose "chair lift" as their greatest inducement. "Well-groomed slopes" was also high on the list for all area skiers. Again, Cypress Hills skiers preferred a chair lift, ski runs over 2,500 feet and intermediate slopes over well-groomed slopes. White Track skiers' preferences for a vertical over 400 feet reflects the absence of a satisfactory vertical rise. Ski runs over 2,500 feet, well-groomed slopes

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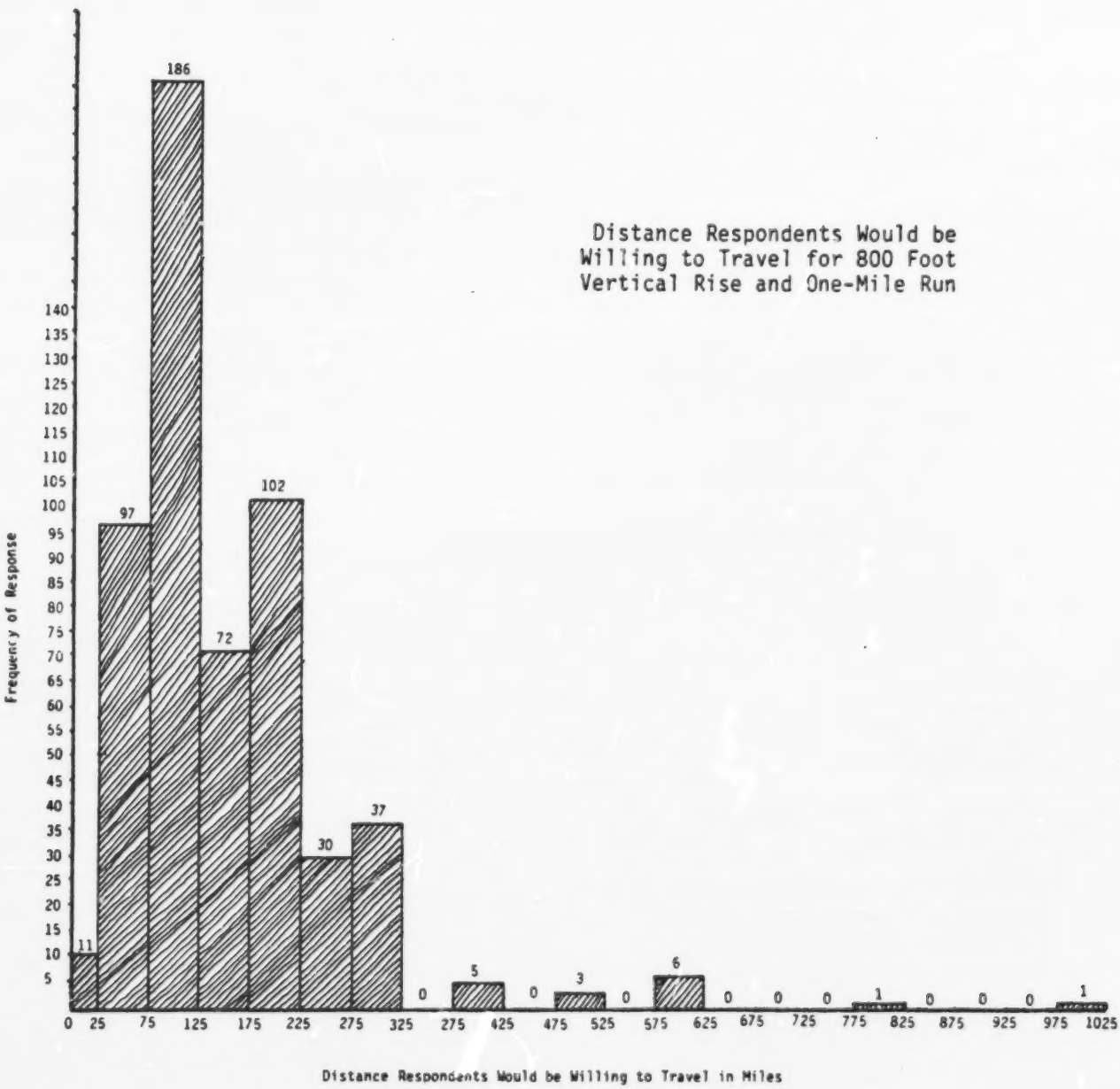

and chair lifts ranked 1, 2, and 3 respectively as inducements to ski by skiers who skied the three most frequently skied areas in Saskatchewan - that is, Mount Blackstrap, Table Mountain and Mission Ridge. (It should be noted that Mount Blackstrap is presently getting a chair lift installed.) A vertical over 400 feet was not a high priority for all skiers except for White Track skiers.

For cross-country skiers, "machine set tracks" was chosen most frequently as an inducement to ski a particular area. "Ski trails of 30 km." was also high on the list of priorities, except for Moose Mountain skiers who preferred rental cabins within 5 miles of trails and Cypress Hills skiers who preferred ski trails of 5 km. over ski trails of 30 km. Machine set tracks, ski trails of 30 km. and rental cabins within 5 miles of trails ranked 1, 2, and 3 respectively as inducements to ski for skiers who skied the three most frequently skied areas in Saskatchewan (other than "other" areas in Saskatchewan as discussed previously) - that is, Nisbet Forest, Prince Albert National Park and Little Red River Park. All weather access roads and heated day lodge were also high on the list of inducements to ski.

Question 16 asked, "If a ski area contained all the amenities and facilities you checked off, how far would you be willing to travel to this area?" The following bar graph indicates the distribution of responses. Respondents indicated they would travel a mean distance of 184 miles.

Question 17 asked, "Is there a ski resort close to your area of residence?" For alpine skiers, 77% of the respondents said "yes" and 23% said "no". For cross-country skiers, 84% said "yes" and 16% said "no".

Question 19 responses revealed that most Ski Club/Association members would consider a winter vacation in Saskatchewan for one week or more if there was a well-developed facility providing good skiing conditions, comfortable accommodations, other outdoor activities such as skating or snowshoeing or ice-fishing, as well as other indoor recreational/social activities. For alpine skiers, 75% of the respondents said they would consider a vacation in Saskatchewan if these facilities were provided; 25% said they would not. For cross-country skiers, 80% of the respondents said they would consider a vacation in Saskatchewan if these facilities were provided; 20% said they would not.

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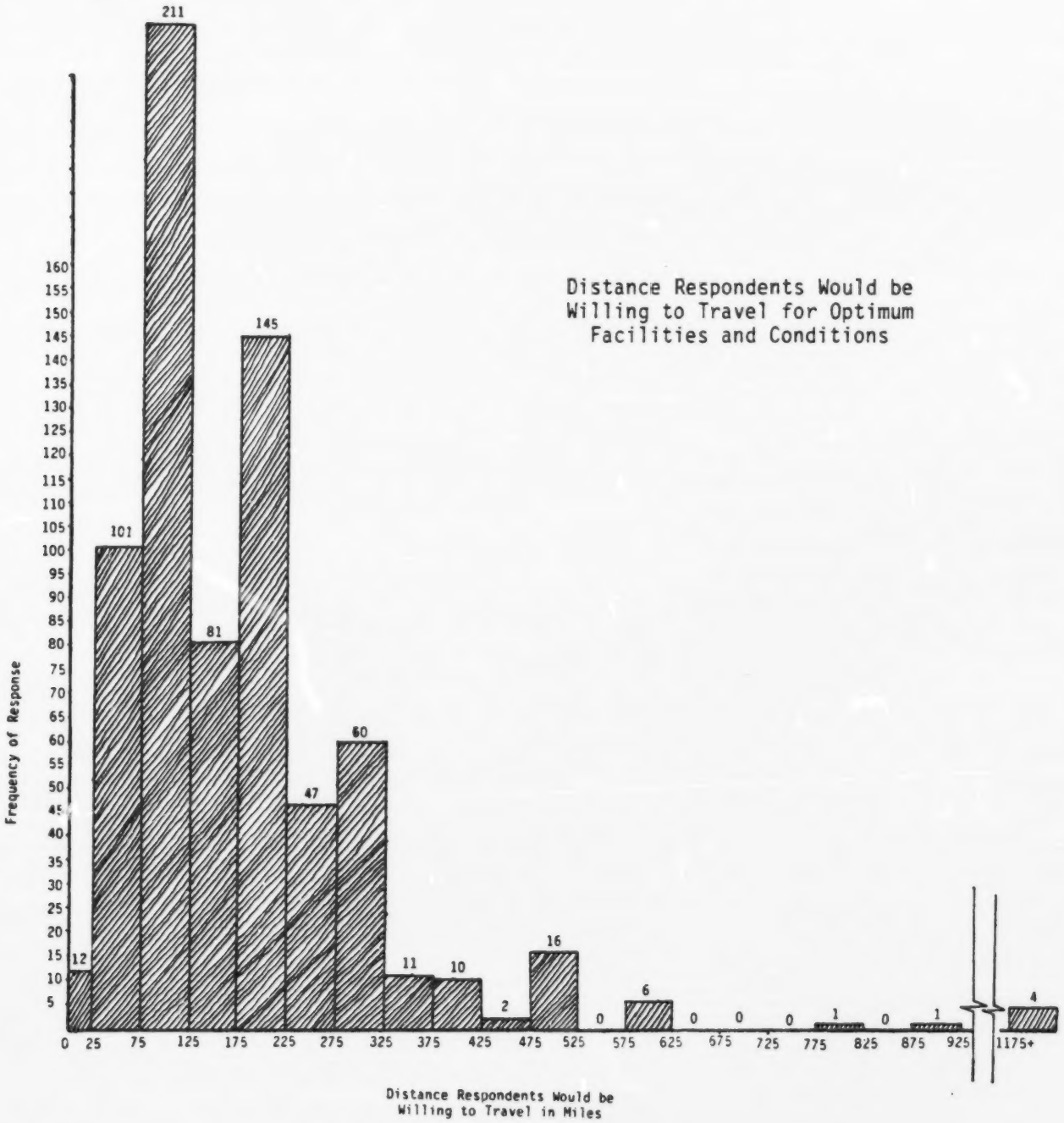

HIGHLIGHTS OF QUESTIONS 20 - 27 - PARTICIPATION IN ORGANIZED ACTIVITIES AND EVENTS

Question 20 responses indicated the activities members of a household have been involved in. Also, if members of a household have not been involved in the listed activities, the reason why was presented. The following table provides a distribution of responses in percentage terms.

Activity Involved	Per Cent
Nancy Green Ski League	3.6
Alpine Competition	9.2
Molstar Recreational Racing	24.0
Biathlon Competition	1.9
Cross-Country Competition	16.2
Jackrabbit Ski League	8.3
Cross-Country Tours	24.9
Freestyle Competition	2.4
Freestyle Bump League	0.6
Skiing for the Disabled	4.3
Wintercade/Ski Fit	4.7
Sask 60	0.1
TOTAL	100.2 = ±100

The majority of respondents indicated that they and their household have been involved in cross-country tours and Molstar recreational racing. Cross-country competition also had a high response rate.

43% of those who indicated they have not been involved in the Nancy Green Ski League said they were not interested; 30% said they did not know it existed; 25% said it was not appropriate; 2% said they did not know who to approach.

70% of those who indicated they have not been involved in alpine competition said they were not interested; 20% said it was not appropriate; 5% said they did not know who to approach; 5% said they did not know it existed.

66% of those who indicated they have not been involved in Molstar recreational racing said they were not interested; 18% said it was not appropriate; 9% said they did not know it existed; 7% said they did not know who to approach.

66% of those who indicated they have not been involved in biathlon competition said they were not interested; 15% said they did not know it existed; 13% said it was not appropriate; 6% said they did not know who to approach.

77% of those who indicated they have not been involved in cross-country competition said they were not interested; 15% said it was not appropriate; 4% said they did not know it existed; 4% said they did not know who to approach.

48% of those who indicated they have not been involved in the Jackrabbit Ski League said they were not interested; 25% said it was not appropriate; 22% said they did not know it existed; 5% said they did not know who to approach.

61% of those who indicated they have not been involved in cross-country tours said they were not interested; 14% said they did not know it existed; 13% said it was not appropriate; 12% said they did not know who to approach.

70% of those who indicated they have not been involved in freestyle competition said they were not interested; 17% said it was not appropriate; 9% said they did not know it existed; 4% said they did not know who to approach.

64% of those who indicated they have not been involved in the Freestyle Bump League said they were not interested; 17% said they did not know it existed; 16% said it was not appropriate; 3% said they did not know who to approach.

46% of those who indicated they have not been involved in skiing for the disabled said they were not interested; 46% said it was not appropriate; 5% said they did not know it existed; 3% said they did not know who to approach.

47% of those who indicated they have not been involved in Wintercade/Ski Fit said they were not interested; 36% said they did not know it existed; 10% said it was not appropriate, 7% said they did not know who to approach.

56% of those who indicated they have not been involved in Sask 60 said they were not interested; 22% said they did not know it existed; 17% said it was not appropriate; 5% said they did not know who to approach.

Question 21 asked, "Would you like to be more involved in organized skiing in any of the following activities?" This list was broken down into club and provincial levels. The table below gives these responses in percentage terms.

Ski Activity	At Club		At Prov. Level	
	% Yes	% No	% Yes	% No
Junior Development	28	72	14	86
Instructing	25	75	16	84
Race Officiating	21	79	14	86
Coaching	15	85	9	91
Cross-Country Tours	41	59	26	74
Competition				
- alpine	22	78	18	82
- cross-country	19	81	16	84
- biathlon	10	90	7	93
- freestyle	8	92	5	95
Administration	16	84	8	92
Finance (fund-raising)	16	84	9	91
Publicity	21	79	12	88
Volunteer Development	26	74	13	87

Question 20 responses indicated the activities members of a household have been involved in. Also, if members of a household have not been involved in the listed activities, the reason why was presented. The following table provides a distribution of responses in percentage terms.

Activity Involved	Per Cent
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Cross-Country Tours	24.9
Freestyle Competition	2.4
Freestyle Bump League	0.6
Skiing for the Disabled	4.3
Wintercade/Ski Fit	4.7
Sask 60	0.1
TOTAL	100.2 = ±100

The majority of respondents indicated that they and their household have been involved in cross-country tours and Molstar recreational racing. Cross-country competition also had a high response rate.

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Competition				
- alpine	22	78	18	82
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- biathlon	10	90	7	93
- freestyle	8	92	5	95
Administration	16	84	8	92
Finance (fund-raising)	16	84	9	91
Publicity	21	79	12	88
Volunteer Development	26	74	13	87

There was not too much interest at all in ski activities at both the club and provincial levels. The greatest interest seemed to be in cross-country tours at the club level.

Question 22 asked, "If you are a ski club member, for which of the following reasons did you join?" Most members joined because of ski trips/outings.

Reason	Per Cent
Social Programs	20
Ski Trips/Outings	41
Competition	12
Instruction/Coaching	12
Other	15

Question 23 asked, "In what areas would you like to see a stronger emphasis in Ski Club programming?" Most respondents would have liked to see a stronger emphasis on instruction and junior development.

Activity	Per Cent
Social Activities	14
Junior Development	19
Provincial Competition	9
Instruction	20
Recreational Racing	16
All of the Above	15
None of the Above	7

Question 24 responses indicated that 6% of the respondents had not heard of the Saskatchewan Ski Association. Although this is a low percentage, it is surprising that there were Ski Club members who had not heard of the Saskatchewan Ski Association. 94% of the respondents said they had heard of the Association.

Question 25 asked the respondent who had heard of the Association whether he/she was familiar with it. 67% of the respondents indicated they were familiar with its purpose and the programs it operates; 33% said they were not.

Question 26 responses revealed that most respondents who were not familiar with the Ski Association would have liked to have information about it.

Question 27 asked, "How could we help you to find out more about the Saskatchewan Ski Association and its programs?" The following table provides the distribution of responses in percentage terms.

	Per Cent
Ski Shows	32
Advertise	29
Brochures/Posters	34
Other	5

APPENDIX A: CROSS-COUNTRY/ALPINE SKI SURVEY QUESTIONNAIRE

- Tables Relating to Questions 1, 7, 9, 10, 12, 14 and 16 are Included in Appendix B

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Cross-Country/Alpine Ski Survey

1. Where is your place of residence? — City, Town or Village _____

2. How many members in your household are:

	novice	intermediate	advanced
Cross-Country	448	559	214
Alpine	284	515	285
Both	87	218	69

3. How did you learn how to ski?

	Cross-Country	Alpine
1) Ski school	145	319
2) Self taught	388	213
3) Family/friend	156	166
4) School	42	25
5) Other (specify)	40	9

4. Did you enjoy your first skiing experience?

	Cross-Country	Alpine
1) Yes	561	560
2) No	62	47

5. If no, why not?

	Cross-Country	Alpine
1) couldn't get the hang	30	26
2) improper equipment	11	11
3) weather conditions	9	12
4) poor instructor	10	8
5) poor facilities	12	2
6) other (specify)	2	11

6. When you ski, is your equipment:

	Cross-Country	Alpine
1) rented?	14	161
2) your own?	589	451
3) a friend's?	14	8

7. State the number of years members of your household have skied:

	Yourself	Spouse	Others
Alpine	—	—	—
Cross-Country	—	—	—
Both	—	—	—

8. Which of the following Saskatchewan ski areas do you and your family use? (Check appropriate blanks)

Alpine		Cross-Country	
1) Mount Blackstrap	168	1) Little Bear Lake	33
2) White Track	86	2) Nisbet Forest	173
3) Table Mountain	207	3) Meadow Lake	71
4) Duck Mtn. Prov. Park	105	4) Prince Albert Nat. Park	153
5) Last Oak Ski Area (Ochapowace)	89	5) Little Red River Park	238
6) Minatinas	85	6) Duck Mountain	105
7) Cypress Hills	40	7) Moose Mountain	93
8) Twin Towers	39	8) Cypress Hills	17
9) Mission Ridge	198	9) Qu'Appelle Valley	98
a) None	71	a) None	33
b) Other (specify)	63	b) Other (specify)	402

9. Which ski area(s) in Saskatchewan do you ski most often?
Alpine _____ Cross-Country _____

10. How many days each season do you ski:

		In Sask.	Elsewhere
Alpine	Average	15.9	9.8
Cross-Country		27.6	7.8

11. If you do some skiing outside of Saskatchewan, indicate why you choose to do so. (Check appropriate blanks)

a.	Better road access	11
b.	Better wind protection	72
c.	Less expensive	7
d.	Better lifts	307
e.	Better lodge	186
f.	Longer ski runs	478
g.	Longer x-country trails	74
h.	Higher vertical rise	416
i.	Better variety of skiing	473
j.	Night skiing	63
k.	Better snow conditions	492
l.	Other winter recreation facilities	88
m.	Ski lessons available	63
n.	Less crowded	47
o.	Other (specify)	151

12. What distance do you travel from home to out-of-province ski areas to go skiing? _____
Is this distance in miles ___1 or kilometers ___2?

13. If an alpine ski area facility was developed in the Province of Saskatchewan with about an 800 ft. vertical rise and one mile runs, would you ski that ski area?
Yes 574 (1) No 129 (2)

14. What distance would you be willing to travel to such a facility? _____
Is this distance in miles ___1 or kilometers ___2?

15. What additional facilities and amenities would be required to induce you to ski at such a facility as mentioned in 13 above? Please choose the **five** most important features from the following list:

	Alpine		Cross-Country
a.	Vertical over 50 ft.	1	a. Ski trails of 1 km 24
b.	Vertical over 100 ft.	21	b. Ski trails of 5 km 192
c.	Vertical over 400 ft.	233	c. Ski trails of 30 km 258
d.	Ski runs over 1,000 ft.	78	d. Ski trails of 60 km 90
e.	Ski runs over 2,500 ft.	356	e. Machine set tracks 379
f.	Practice and novice slopes	87	f. Facilities for competition 50
g.	Intermediate slopes	286	g. Rental cabins within 5 miles of trails 237
h.	Expert slopes	200	h. Night skiing 120
i.	Well groomed slopes	326	i. Equipment sales and rental 26
j.	Artificial snow	203	j. Ski lessons 47
k.	Facilities for competition	52	k. Heated day lodge 191
l.	Rental cabins within 5 miles of slope	144	l. All weather access road 235
m.	Rope tow	13	m. Bus service to ski area 35
n.	T-Bar lift	90	n. Food concession 99
o.	Chair lift	265	o. Bar facilities 31
p.	Night skiing	49	p. Babysitting services 21
q.	Equipment sales and rentals	70	q. Other (specify) 41
r.	Ski lessons	50	
s.	Heated day lodge	141	
t.	All weather access road	82	
u.	Bus service to ski area	19	
v.	Food concession	42	
w.	Bar facilities	57	
x.	Babysitting services	15	
y.	Other (specify)	18	

16. If a ski area contained all the amenities and facilities you checked off, how far would you be willing to travel to this ski area? _____
Is this distance in miles ___1 or kilometers ___2?

17. Is there a ski resort close to your area of residence?

	Alpine	Cross-Country
1) Yes	485	396
2) No	148	157

18. If yes, do you ski that ski resort?

	Alpine	Cross-Country
1) Yes	349	322
2) No	134	63

19. Would you consider a winter vacation in Saskatchewan (one week or more) if there was a well-developed facility providing good skiing conditions, comfortable accommodation, other outdoor activities such as skating or snowshoeing or ice-fishing, as well as indoor recreational/social activities?

	Alpine	Cross-Country
1) Yes	441	422
2) No	150	106

20. A) In column A below, indicate with a check the activities members of your household have been involved in.

B) For each of the activities not checked in Column A, indicate in column B why members of your household have not been involved in these activities. Use the appropriate letter from the following list of reasons: w) didn't know it existed; x) didn't know who to approach; y) not appropriate; z) not interested.

		A	B
a.	Nancy Greene Ski League	40	—
b.	Alpine competition	101	—
c.	Molstar recreational racing	263	—
d.	Biathlon competition	21	—
e.	Cross-country competition	178	—
f.	Jackrabbit Ski League	91	—
g.	Cross-country tours	273	—
h.	Freestyle competition	26	—
i.	Freestyle bump league	6	—
j.	Skiing for the Disabled	47	—
k.	Wintercade/Ski Fit	51	—
l.	Sask 60	1	—

21. Would you like to be more involved in organized skiing in any of the following ski activities?

		At Club		At Prov. Level	
		1) Yes	2) No	1) Yes	2) No
a.	Junior development	145	368	53	317
b.	Instructing	127	382	61	315
c.	Race officiating	105	388	53	314
d.	Coaching	71	411	34	328
e.	Cross-country tours	219	316	99	278
f.	Competition				
	– alpine	104	373	65	301
	– cross-country	90	384	57	310
	– biathlon	44	407	25	328
	– freestyle	35	414	19	331
g.	Administration	73	397	29	326
h.	Finance (fund raising)	76	392	31	321
i.	Publicity	100	375	42	312
j.	Volunteer Development	130	364	46	312

22. If you are a ski club member, for which of the following reasons did you join?

1)	Social programs	258
2)	Ski trips/outings	517
3)	Competition	151
4)	Instruction/coaching	148
5)	Other (specify)	197

23. In what areas would you like to see a stronger emphasis in Ski Club programming?

1)	Social activities	165
2)	Junior development	215
3)	Provincial competition	102
4)	Instruction	233
5)	Recreational racing	186
6)	All of the above	167
7)	None of the above	87

24. Have you ever heard of the Saskatchewan Ski Association?
Yes 748 No 44

25. If yes, are you familiar with the purpose of the Association and the programs it operates?
Yes 501 No 250

26. If no, would you like to have information about it?
Yes 236 No 96

27. How could we help you to find out more about the Saskatchewan Ski Association and its programs?

1)	Ski Shows	365
2)	Advertise	327
3)	Brochures/posters	387
4)	Other (specify)	60

28. If you would like us to respond to your answers to questions #21, #26 and #27, please give your name and address below:

Name
Address
City/Town
Postal Code

APPENDIX B: TABLES OF SKI SURVEY QUESTIONNAIRE RESULTS

TABLE B-1

ALLOCATION OF QUESTIONNAIRES AND RESPONSES

Mailed to Club/Association Member's Addresses	Questionnaires Mailed	Questionnaires Returned
Regina	409	177
Saskatoon	407	202
North Battleford	159	36
La Ronge	112	53
Prince Albert	110	46
Meadow Lake	53	20
Maple Creek	52	16
Regina Beach	51	10
Humboldt	50	21
Yorkton	47	16
Moose Jaw	40	11
Weyburn	34	14
Cudworth	22	9
Fort Qu'Appelle	21	14
Battleford	21	3
Wilkie	16	3
Cutknife	13	1
Out-of-Province Members	13	-
Plenty	12	8
Kamsack	12	4
Redvers	11	5
Delmas	10	-
Stranraer	9	-
Kindersley	8	4
Lintlaw	8	1
Rosetown	7	8*
Niacam	5	4
Domremy	5	2
Swift Current	5	3
Pense	5	-
Lumsden	4	-
Unity	4	-
Fulda	4	-
Lanigan	3	3
Consul	3	1
Warman	3	-
Paynton	3	-
Gallivan	3	-
Rockhaven	3	-
Estevan	3	3
Norquay	3	-
Sturgis	2	2

TABLE B-1 (cont'd)

Mailed to Club/Association Member's Addressses	Questionnaires Mailed	Questionnaires Returned
Carmel	2	-
Christopher Lake	2	-
Baldwington	2	-
Duck Lake	2	1
Kyle	2	1
Govan	2	-
Eston	2	-
Vibank	2	2
Pangman	2	1
Lloydminster	2	1
Melville	2	1
Birch Hills	2	1
Kelfield	2	2
Melfort	2	-
Dodsland	2	-
D'Arcy	1	-
Ruthilda	1	-
Abernathy	1	1
Bellgarde	1	-
Coleville	1	1
Englefeld	1	1
Lac Vert	1	-
Hagen	1	-
Griffen	1	-
Stoughton	1	-
Trossachs	1	-
Rorford	1	-
Preeceville	1	1
Dorintosh	1	-
Canora	1	-
Gull Lake	1	1
Waskesui Lake	1	-
Abbey	1	-
Outlook	1	1
Lake Lenore	1	1
Beauval	1	1
Uranium City	1	1
Stanley Mission	1	-
Albertville	1	-
Smeaton	1	1
Spruce Home	1	-
Tisdale	1	1
Benefict	1	-
Langham	1	-

TABLE B-1 (cont'd)

Mailed to Club/Association Member's Addresses	Questionnaires Mailed	Questionnaires Returned
Summerberry	1	-
Buena Vista	1	-
Hanley	1	-
Waldheim	1	1
Bradwell	1	1
Senlac	1	-
Waseca	1	-
Glasyln	1	-
Meota	1	-
Denholm	1	-
Edam	1	-
Maidstone	1	1
Scott	1	-
Riehard	1	1
Landis	1	-
Penzance	1	-
Brownlee	1	1
Southey	1	-
Ogema	1	-
Aylsham	1	-
Shaunavon	1	1
Indianhead	1	-
Briercrest	1	-
Avonlea	1	2*
Craven	1	1
Danbury	1	-
Cupar	1	-
Wynyard	1	1
Oxbow	1	1
Dysart	1	-
Wolsely	1	1
Pilot Butte	1	-
Langenburg	1	1
Lucky Lake	1	1
Unknown Returned+	n/a	78
	1,858	813

*Rosetown and Avonlea have a greater number of returned questionnaires than the number actually mailed to these areas. This likely occurred because of a change in residence; respondents may have moved from an area where the questionnaires were sent to these specific areas.

+"Unknown Returned" represents those questionnaires that had no indication of the respondent's place of residence.

-Questionnaires returned were nil or are included in "Unknown Returned" (see footnote+).

TABLE B-2

NUMBER OF YEARS MEMBERS OF HOUSEHOLD HAVE SKIED

	Alpine Skiing			Cross-Country Skiing			Alpine & Cross-Country Skiing		
Years	Respondent	Spouse	Others	Respondent	Spouse	Others	Respondent	Spouse	Others
0	-	3	1	-	-	-	-	-	-
1	40	25	25	24	19	20	4	-	-
2	53	25	36	58	39	36	3	-	-
3	63	26	28	50	30	42	2	1	2
4	52	25	23	46	33	22	4	2	1
5	67	21	23	61	33	32	6	2	1
6	32	15	18	51	32	20	3	1	4
7	21	12	9	40	21	13	3	-	3
8	33	18	13	52	26	15	2	2	-
9	11	6	4	27	17	4	2	1	-
10	61	17	27	78	41	16	2	3	1
11	5	5	5	19	7	2	1	-	-
12	14	4	5	19	12	3	2	1	-
13	5	6	-	5	2	2	-	-	-
14	20	8	3	2	2	1	-	-	-
15	14	7	9	9	5	2	2	-	1
16	5	3	1	1	-	-	-	-	-
17	2	1	2	-	-	-	-	-	-
18	6	4	1	1	-	-	-	-	-
19	2	1	-	-	-	-	-	-	-
20	22	8	1	8	2	-	1	-	-
21	1	1	-	-	-	-	1	-	-
22	-	1	3	-	-	-	-	-	-
23	1	-	-	-	-	-	-	-	-
24	1	-	-	-	-	-	-	-	-
25	4	1	1	1	-	-	-	1	-
26	-	-	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-	-	-
28	-	-	-	-	-	-	-	-	1
29	-	-	-	-	-	-	-	-	-
30	4	1	1	-	1	-	1	-	-

TABLE B-2 (cont'd)

Years	Alpine Skiing			Cross-Country Skiing			Alpine & Cross-Country Skiing		
	Respondent	Spouse	Others	Respondent	Spouse	Others	Respondent	Spouse	Others
31	-	-	-	-	-	-	-	1	-
32	-	-	-	-	-	-	-	-	-
33	-	-	-	-	-	-	-	-	-
34	-	-	-	-	-	-	-	-	-
35	1	2	-	-	1	-	-	-	-
36	2	-	-	2	-	-	-	-	-
37	-	-	-	-	-	-	-	-	-
38	-	-	-	-	-	-	-	-	-
39	-	-	-	-	-	-	-	-	-
40	2	-	-	3	1	-	4	2	-
45	-	-	-	1	-	1	-	-	-
46	-	1	-	-	-	-	-	-	-
48	-	-	-	1	-	-	-	-	-
50	-	-	-	-	1	-	-	-	-
55	-	-	-	1	-	-	-	-	-
72	-	-	-	-	-	-	1	-	-
Total Responses	544	247	239	560	325	231	44	17	14
No Responses	269	566	574	253	488	582	769	796	799

TABLE B-3

SKI AREAS* SKIED MOST OFTEN

Alpine		Cross-Country	
Ski Area	Frequency	Ski Area	Frequency
Mt. Blackstrap	71	Little Bear Lake	3
White Track	8	Nisbet Forest	73
Table Mountain	106	Meadow Lake	21
Duck Mountain	6	Prince Albert Nat. Park	19
Ochapowace	21	Little Red River Park	78
Minatinas	23	Duck Mountain	31
Cypress Hills	26	Moose Mountain	32
Twin Towers	28	Cypress Hills	5
Mission Ridge	136	Qu'Appelle Valley	18
TOTAL	425		280

*Note that only those ski areas listed in Question 8 are listed here. This is important because responses indicated that the majority of cross-country skiers utilize ski areas in Saskatchewan other than those listed including city and regional parks.

TABLE B-4

DAYS SKIED EACH SEASON IN SASKATCHEWAN

Days	Alpine	Cross-Country
0	8	-
1	38	9
2	37	17
3	37	15
4	22	10
5	48	34
6	17	12
7	6	11
8	7	6
9	1	1
10	44	72
11	-	-
12	7	10
13	-	-
14	6	13
15	22	34
16	4	3
17	-	-
18	-	1
19	-	-
20	36	71
21	1	4
22	-	-
23	-	-
24	4	3
25	13	21
26	-	-
27	-	-
28	2	1
29	-	-
30	17	59
31	-	-
32	1	-
33	-	-
34	-	1
35	5	4
36	1	2
37	-	-
38	-	-
39	-	-
40	11	31
45	2	4
48	1	-
50	9	25
52	1	-
56	1	1
60	10	21

TABLE B-4 (cont'd)

Days	Alpine	Cross-Country
65	1	2
70	2	4
75	3	4
76	1	-
80	4	8
90	2	4
100	2	17
110	1	2
120	-	2
122	-	1
140	-	1
150	-	2
166	-	1
200	-	1
Total Responses	435	545
No Responses	378	268

TABLE B-5

DAYS SKIED EACH SEASON OUTSIDE SASKATCHEWAN

Days	Frequency	
	Alpine	Cross-Country
0	1	10
1	11	10
2	12	21
3	23	10
4	20	14
5	104	39
6	26	3
7	64	7
8	12	2
9	7	-
10	81	18
11	2	-
12	5	2
13	4	-
14	28	2
15	31	1
16	2	-
17	-	-
18	2	-
19	1	-
20	30	6
21	10	-
22	1	-
23	-	-
24	1	-
25	7	1
30	7	2
35	2	-
39	1	-
40	2	1
100	1	-
120	-	1
150	-	1
Total Responses	498	151
No Responses	315	662

TABLE B-6

DISTANCE TRAVELLED FROM HOME TO OUT-OF-PROVINCE SKI AREAS

Distance*	Frequency	Distance*	Frequency
8	1	570	1
15	1	575	1
18	1	600	110
20	1	609	1
35	1	650	7
40	1	660	7
50	1	690	1
60	1	700	39
72	1	720	13
80	1	750	4
180	1	780	2
200	2	800	35
240	3	840	2
250	2	850	1
252	1	900	14
275	1	1000	45
300	11	1020	1
350	5	1080	2
360	6	1100	2
390	1	1200	19
395	2	1300	1
400	38	1400	1
420	12	1500	8
450	8	1700	1
470	2	1800	1
475	1	2000	2
480	19	2400	1
500	84	2500	2
540	5	4200	1
550	9	7000	1
560	1		

Total Responses	550
No Responses	263

*Measured in miles.

TABLE B-7

DISTANCE WILLING TO TRAVEL TO A FACILITY WITH ABOUT AN 800 FOOT VERTICAL RISE AND ONE MILE SKI RUNS*

Distance+	Frequency	Distance+	Frequency
10	2	120	56
15	1	125	1
20	5	150	67
24	1	160	2
25	2	175	3
27	1	180	27
30	8	200	74
40	3	210	1
42	1	240	15
48	1	250	14
50	35	275	1
60	35	288	1
70	7	300	36
72	1	400	4
75	5	420	1
80	4	480	1
84	1	500	2
90	14	600	6
96	2	800	1
100	107	1000	1
105	1		
Total Responses	551		
No Responses	262		

*574 of the respondents indicated a willingness to ski an alpine ski area facility with about an 800 foot vertical rise and one mile runs, 129 gave a negative response and 110 had no response.

+Measured in miles.

TABLE B-8

DISTANCE WILLING TO TRAVEL TO A SKI RESORT THAT CONTAINS AMENITIES AND FACILITIES IMPORTANT TO RESPONDENTS*

Distance+	Frequency	Distance+	Frequency
9	1	125	1
12	2	130	1
15	1	140	1
18	1	150	76
20	3	160	1
24	1	175	2
25	3	180	43
30	14	200	98
35	1	210	4
36	1	228	1
40	1	240	25
42	1	250	20
48	1	270	1
50	28	300	60
54	1	350	8
60	40	360	3
70	5	400	8
72	2	420	2
75	6	450	2
78	2	500	16
80	5	600	6
84	1	800	1
90	17	900	1
96	2	1200	2
100	121	1500	1
120	62	7000	1
Total Responses	708		
No Responses	105		

*Respondents were asked to check off five most important features. Amenities and facilities considered the most important include: Alpine - length of ski run, well-groomed slopes, variety of slope types, artificial snow, chair lift, heated day lodge and rental cabins; Cross-Country - length of ski trails, machine set tracks, all weather access road, rental cabins, night skiing and heated day lodge.

+ Measured in miles.

TABLE B-9

REASONS MEMBERS OF RESPONDENTS' HOUSEHOLDS HAVE NOT BEEN INVOLVED IN ACTIVITIES

Activity	Frequency of Reasons*				
	W	X	Y	Z	N+
Nancy Green Ski League	187	14	155	273	184(40)
Alpine Competition	29	31	118	400	235(101)
Molstar Recreational Racing	39	29	77	281	388(263)
Biathlon Competition	96	37	86	425	169(21)
Cross-Country Competition	20	19	77	384	313(178)
Jackrabbit Ski League	126	27	142	277	241(91)
Cross-Country Tours	54	49	53	245	412(273)
Freestyle Competition	56	25	109	462	161(26)
Freestyle Bump League	112	21	104	429	147(6)
Skiing for the Disabled	31	19	286	282	195(47)
Wintercade/Ski Fit	221	43	63	287	199(51)
Sask 60	103	23	76	258	353(1)

*Reasons: (w) didn't know it existed,
(x) didn't know who to approach,
(y) not appropriate,
(z) not interested, and
(n) no reason indicated.

+Figures in parenthesis represent the number of ski members who have indicated that members of their household have been involved in the particular activities.